



## POOLED FUND PROGRAM FOR PUBLIC INFORMATION AND OUTREACH

### Fact Sheet

The U.S. Department of Transportation (DOT) and U.S. Environmental Protection Agency (EPA) have been working together for nearly ten years to make the first generation of the *It All Adds Up To Cleaner Air* initiative a success. With over 70 participating communities, the initiative's research-based messages are making a difference in how the public thinks about their contribution to air quality and traffic congestion. The program also has helped communities forge new partnerships and secure thousands of dollars in free media.

The tremendous amount of grassroots support for the initiative prompted DOT and EPA to begin planning for a second generation of messages and materials. With everyone's budget under intense pressure, DOT and EPA are bringing together state, regional and local governments to pool resources to develop this second generation of messages and materials. To support this effort, the Federal Highway Administration has established the *It All Adds Up to Cleaner Air* Pooled Fund Program (PFP), a unique funding tool that enables federal, state, local and private organizations to combine and leverage their resources.

The cost of conducting research, developing and testing messages, and creating new materials for this phase of the *It All Adds Up to Cleaner Air* initiative is estimated at \$3 million, similar to the cost of the initial phase. To ensure the PFP is successful, the goal is for at least 10 to 15 participants to commit between \$50,000 and \$100,000 annually over a three-year period. Greater or lesser amounts, however, are also acceptable.

The PFP will allow states and MPOs to reap the benefits of an expensive national campaign at a fraction of the cost, and bypass the headaches of administering a contract on their own. Through the PFP, state and local agencies will be able to oversee the development of future messages and materials for the *It All Adds Up to Cleaner Air* initiative.

For more information about the *It All Adds Up to Cleaner Air* initiative visit [www.italladdsup.gov](http://www.italladdsup.gov). For information specific to the PFP, visit [www.pooledfund.org](http://www.pooledfund.org) proposed study #780, or contact Victoria Martinez at (787)766-5600 x 231 or [victoria.martinez@fhwa.dot.gov](mailto:victoria.martinez@fhwa.dot.gov).